

Advanced Management Program

**Developing Initiatives
to Meet**

**Sea Enterprise
Objectives**

Phoenix Team

November 21, 2003



Naval Power 21 Objectives



**Shortfall of \$20B
Exists**

**Navy needs 375
ships**





Sea Enterprise

- ▮ **Process Improvements**
- ▮ **Resource Reinvestments**
- ▮ **Business Initiatives**





Bottom Line



**Find the
Money !!!**

AMP



**Tench Francis
School of
Business**



Current Environment

- ▮ **Spend It or Lose It**
- ▮ **Operating Within the Box**
- ▮ **“Resistance” to Change**





Transition

- ▮ **Transform Culture**
- ▮ **Communicate the Vision**
- ▮ **Enable Work Force**





Action Strategy

- ▮ **Implement Specific Goals**
- ▮ **Provide Incentives**
- ▮ **“Harvest” the Savings**





Implementation Strategy

- ▮ **Mandatory Participation**
- ▮ **Establish Escrow Account**
- ▮ **Establish Goals**
- ▮ **FITREP/Performance Appraisals**

and...





Implementation Strategy⁹

- ▮ **Awards**
- ▮ **Financial Sponsorship**
- ▮ **Personalize Results**





Navy Properly Positioned for 21st Century

- ▮ Improve Business Processes**
- ▮ Leaner and More Efficient
Commands**
- ▮ Recapitalize**





Can We Afford It?

How Can We
Afford
Not To???

